

Appendices

Appendix A	
Environmental Organizations and Programs	142
Appendix B	
Wetlands of California	146
Appendix C	
Overfishing: There's a Limit to Fish in the Sea	148
Appendix D	
Make Your Views Known	149

Appendix A.

Environmental Organizations and Programs

The following is a brief list of organizations that offer many environmental education programs related to the coast and ocean. They may provide tours, field trips, workshops, informational material, expert advice, and more. While they are organized by region, most provide resources of interest to educators

throughout the state. Check out their website or call for information. For an up-to-date, more extensive list of organizations, along with detailed information about their programs, visit the California Coastal Commission's "Marine, Coastal & Watershed Resource Directory" at www.coastforyou.org.

Statewide

Adopt-A-Watershed
P.O. Box 1850
Hayfork, CA 96041
(530) 628-5334
www.adopt-a-watershed.org

Algalita Marine Research
Foundation
345 Bay Shore Avenue
Long Beach, CA 90803
(562) 433-2361
www.algalita.org

American Cetacean Society
P.O. Box 1391
San Pedro, CA 90733-1391
(310) 548-6279
www.acsonline.org

California Academy of Sciences
55 Concourse Drive
Golden Gate Park
San Francisco, CA 94118
(415) 750-7145
www.calacademy.org

California Coastal Commission
45 Fremont Street, Suite 2000
San Francisco, CA 94105-2219
(800) Coast-4U
www.coastforyou.org

California Department of
Conservation
California Geological Survey
801 K Street, MS 12-30
Sacramento, CA 95814
(916) 445-1923
www.consrv.ca.gov/cgs

California Department of Fish
and Game
1416 Ninth Street, 12th Floor
Sacramento, CA 95814-5511
(916) 653-6420
www.dfg.ca.gov

California Department of Water
Resources
1416 Ninth Street
Sacramento, CA 95814
(916) 653-5791
www.dwr.water.ca.gov

California Integrated Waste
Management Board
Office of Integrated Education
1001 I Street, MS #14A
P.O. Box 4025
Sacramento, CA 95812-4025
(916) 341-6000
www.ciwmb.ca.gov/schools

California Native Plant Society
1722 J Street, Suite 17
Sacramento, CA 95814
(916) 447-2677
www.cnps.org

California State Parks
1416 Ninth Street
Sacramento, CA 95814
(800) 777-0369
www.parks.ca.gov

California State Parks Foundation
800 College Avenue
P.O. Box 548
Kentfield, CA 94914
(415) 258-9975
www.calparks.org

California Regional Environmen-
tal Education Community
(CREEC) Network
www.creec.org

Keep California Beautiful
3914 Murphy Canyon Road
Suite A-218
San Diego, CA 92123
(858) 505-9936
www.keepcaliforniabeautiful.com

River of Words
2530-C San Pablo Avenue
Berkeley, CA 94702
(510) 548-7636
www.riverofwords.org

Surfrider Foundation
P.O. Box 6010
San Clemente, CA 92674-6010
(949) 492-8170
www.surfrider.org

The Marine Mammal Center
Marin Headlands
1065 Fort Cronkhite
Sausalito, CA 94965
(415) 289-7325
www.marinemammalcenter.org

The Ocean Conservancy
1725 De Sales Street, NW, #600
Washington, CD 20036
(202) 429-5609
www.oceanconservancy.org

U.S. Geological Survey
Marine and Coastal Issues
345 Middlefield Road, MS 999
Menlo Park, CA 94025
(650) 329-5042
walrus.wr.usgs.gov/

Water Education Foundation
717 K Street, Suite 317
Sacramento, CA 95814
(916) 444-6240
www.watereducation.org

North Coast Focus

Friends of the Dunes
P.O. Box 186
Arcata, CA 95518
(707) 444-1397
www.friendsofthedunes.org

Mattole Restoration Council
P.O. Box 160
Petrolia, CA 95558
(707) 629-3514
www.mattole.org

Mendocino Environmental
Center
106 West Standley Street
Ukiah, CA 95482
(707) 468-1660
www.mecgrassroots.org

Northcoast Environmental
Center
575 H Street
Arcata, CA 95521
(707) 822-6918
www.necandconews.to

Stewards of Slavianska
P.O. Box 221
Duncans Mills, CA 95430
(707) 865-0180
www.stewardsofslavianska.org

San Francisco Bay Area Focus

Aquarium of the Bay
Embarcadero at Beach Street
San Francisco, CA 94133
(888) SEA-DIVE
www.aquariumofthebay.com

Aquatic Outreach Institute
Richmond Field Station
1327 S. 46th Street #155
Richmond, CA 94804
(510) 231-5655
www.aoinstitute.org

Bay Audubon Center and
Sanctuary
376 Greenwood Beach Road
Tiburon, CA 94920
(415) 388-2524
www.bayaudubon.org

Bay Model Association
2100 Bridgeway
Sausalito, CA 94965
(415) 332-1851
www.baymodel.org

City of Berkeley
Shorebird Nature Center
160 University Avenue
Berkeley, CA 94710
(510) 644-8623
www.ci.berkeley.ca.us/marina

Community Resources for
Science
663 Thirteenth Street
Oakland, CA 94612
(510) 273-0290
www.crsceience.org

Cordell Bank National Marine
Sanctuary
P.O. Box 159
Olena, CA 94950
(415) 464-5248
www.sanctuaries.nos.noaa.gov

Coyote Point Museum for
Environmental Education
1651 Coyote Point Drive
San Mateo, CA 94401
(650) 342-7755
www.coyoteptmuseum.org

Crissy Field Center
603 Mason at Halleck
The Presidio
San Francisco, CA 94129
(415) 561-7690
www.crissyfield.org

Don Edwards San Francisco Bay
National Wildlife Refuge
P.O. Box 524
Newark, CA 94560
(510) 792-0222
desfbay.fws.gov

East Bay Regional Park District
P.O. Box 5381
Oakland, CA 94605
(510) 562-PARK
www.ebparks.org

Environmental Education
Council of Marin
883 Fourth Street
San Rafael, CA 94901
(415) 485-4908
www.eecom.net

Environmental Volunteers
3921 East Bayshore Road
Palo Alto, CA 94303
(650) 961-0545
www.evals.org

Farallones Marine Sanctuary
Association
The Presidio
P.O. Box 29386
San Francisco, CA 94129
(415) 561-6625
www.farallones.org

Gulf of the Farallones National
Marine Sanctuary
Fort Mason, Bldg. 201
San Francisco, CA 94123
(415) 561-6622
www.gfnms.nos.noaa.gov

Headlands Institute
GGNRA, Bldg. 1033
Sausalito, CA 94965
(415) 332-5771
www.yni.org/hi

Kids for the Bay
1771 Alcatraz Avenue
Berkeley, CA 94703
(510) 985-1602
www.earthisland.org/eac

Lawrence Hall of Science
Marine Activities Resources and
Education (MARE)
UC Berkeley
Berkeley, CA 94720
(510) 642-5008
[www.lawrencehallofscience.org/
MARE/](http://www.lawrencehallofscience.org/MARE/)

Literacy for Environmental
Justice
6220 Third Street
San Francisco, CA 94124
(415) 508-0575
www.lejyouth.org

Marine Science Institute
500 Discovery Parkway
Redwood City, CA 94063
(650) 364-2760
www.sfbaymsi.org

Point Reyes Bird Observatory
4990 Shoreline Highway
Stinson Beach, CA 94970
(415) 868-0655
www.prbo.org

Save The Bay
1600 Broadway Avenue, Suite 300
Oakland, CA 94612
(510) 452-9261
www.savesfbay.org

Central Coast Focus

Camp SEA Lab
100 Campus Center, Bldg. 46A
Seaside, CA 93955
(831) 582-3681
www.sealabmontereybay.org

Central Coast Salmon
Enhancement
P.O. Box 277
Avila Beach, CA 93424
(805) 473-8221
www.centralcoastsalmon.com

Coastal Watershed Council
903 Pacific Avenue, Suite 207 A
Santa Cruz, CA 95060
(831) 426-9012
www.coastal-watershed.org

Dunes Center
1055 Guadalupe Street
Guadalupe, CA 93434
(805) 343-2455
www.dunescenter.org

Ecology Action
333 Front Street, Suite 103
Santa Cruz, CA 95060
(831) 426-5925
www.ecoact.org

Elkhorn Slough National Estua-
rine Research Reserve
1700 Elkhorn Road
Watsonville, CA 95076
(831) 728-2822
www.elkhornslough.org

Environmental Center of San
Luis Obispo
1204 Nipomo Street
San Luis Obispo, CA 93401
(805) 544-1777
www.ecoslo.org

Marine Advanced Technology
Education (MATE) Center
Monterey Peninsula College
980 Fremont Street
Monterey, CA 93940
(831) 645-1393
www.marinetech.org

Monterey Bay Aquarium
886 Cannery Row
Monterey, CA 93940
(831) 648-4800
www.montereybayaquarium.org

Monterey Bay National Marine
Sanctuary
299 Foam Street
Monterey, CA 93940
(831) 647-4201
www.mbnms.nos.noaa.gov

Morro Bay National Estuary
Program
601 Embarcadero, Suite 11
Morro Bay, CA 93442
(805) 772-3834
www.mbnep.org

O'Neill Sea Odyssey
2222 East Cliff Drive #6B
Santa Cruz, CA 95062
(831) 465-9390
www.oneillseaodyssey.org

Pacific Cetacean Group
UC MBEST CENTER
3239 Imjin Road #122
Marina, CA 93933
(831) 582-1030
www.pacificcetaceangroup.org

Save Our Shores
2222 East Cliff Drive #5A
Santa Cruz, CA 95062
(831) 462-5660
www.saveourshores.org

Watershed Institute
CSU Monterey Bay
100 Campus Center
Seaside, CA 93955
(831) 582-3689
watershed.csumb.edu

Southern California Focus

Aquarium of the Pacific
100 Aquarium Way
Long Beach, CA 90802
(562) 951-1603
www.aquariumofpacific.org

Aquatic Adventures Science
Education Foundation
1010 Santa Clara
San Diego, CA 92109
(619) 665-3861
www.sandiego.edu/AASEF

Bolsa Chica Conservancy
3842 Warner Avenue
Huntington Beach, CA 92469
(714) 846-1114
www.bolsachica.org

Cabrillo Marine Aquarium
3720 Stephen White Drive
San Pedro, CA 90731
(310) 548-7562
www.cabrilloaq.org

Channel Islands National Marine
Sanctuary
3600 S. Harbor Boulevard Ste.217
Oxnard, CA 93035
(805) 382-6151
www.cinms.nos.noaa.gov

Chula Vista Nature Center
1000 Gunpowder Point Drive
Chula Vista, CA 91910
(619) 409-5900
www.chulavistanaturecenter.org

Community Environmental
Council
930 Miramonte Drive
Santa Barbara, CA 93109
(805) 963-0583
www.communityenvironmentalcouncil.org

Crystal Cove State Park
8471 North Coast Highway
Laguna Beach, CA 92651
(949) 494-3539 (Main)
(949) 497-7647 (Interpretive)
www.crystalcovestatepark.com

Earth Resource Foundation
230 E. 17th Street #208
Costa Mesa, CA 92627
(949) 645-5163
www.earthresource.org

El Dorado Nature Center
7750 East Spring Street
Long Beach, CA 90815
(562) 570-1471

Heal the Bay
3220 Nebraska Avenue
Santa Monica, CA 90404
(800) HEAL-BAY
www.healthebay.org

Heal the Ocean
P.O. Box 90106
Santa Barbara, CA 93190
(805) 965-7570
www.healtheocean.org

I Love A Clean San Diego
4355 Ruffin Road, Suite 118
San Diego, CA 92123
(858) 467-0103
www.ilacsd.org

Malibu Foundation for Environ-
mental Education
1471 S. Bedford Street # 3
Los Angeles, CA 90035
(310) 652-4324
www.malibufoundation.org

Natural History Museum of Los
Angeles County
900 Exposition Boulevard
Los Angeles, CA 90007
(213) 763-3348, www.nhm.org

Newport Bay Naturalists
and Friends
600 Shellmaker
Newport Beach, CA 92660
(949) 640-6746
www.newportbay.org

Ocean Discovery Center, UCLA
1600 Ocean Front Walk
Santa Monica, CA 90401
(310) 393-6149
www.odc.ucla.edu

Ocean Institute
24200 Dana Point Harbor Drive
Dana Point, CA 92629
(949) 496-2274
www.ocean-institute.org

Orange County Coastkeeper
441 Old Newport Boulevard,
Suite 103
Newport Beach, CA 92663
(949) 723-5424
www.coastkeeper.org

San Diego BayKeeper
2924 Emerson Street, Suite 220
San Diego, CA 92106
(619) 758-7743
www.sdbaykeeper.org

San Dieguito River Park
18372 Sycamore Creek Road
Escondido, CA 92025
(858) 674-2270
www.sdrp.org

Santa Catalina Island
Conservancy
P.O. Box 2739
Avalon, CA 90704
(310) 510-2595
www.catalinaconservancy.org

Santa Monica BayKeeper
P. O. Box 10096
Marina del Rey, CA 90295
(310) 305-9645
www.smbaykeeper.org

University of Southern California
Sea Grant Program
University Park, AMF 209
Los Angeles, CA 90089-0373
(213) 740-1961
www.usc.edu/org/seagrant

Appendix B.

Wetlands of California

Wetlands are one of California's most diverse habitats. They support a food web that includes large mammals and predatory birds, provide habitat for diverse terrestrial and aquatic plants and animals, protect shorelines from erosion, and control sediment and naturally treat toxic substances that wash down from streams and rivers. Wetlands are also valuable to humans for recreation, research, education, harvestable plants, and historical significance. This appendix contains a partial list of wetlands throughout California. Visit a wetland near you.

North Coast

Big River State Park

This brand new park includes a 50 mile stretch of the river and its tributaries, and more than 1,500 acres of coastal wetlands. The 8.3-mile estuary is the longest undeveloped estuary in northern California.

www.mendocinolandtrust.org

www.parks.ca.gov, (707) 937-5804

Humboldt Bay National Wildlife Refuge

This refuge exists primarily to protect and enhance wetland habitats for migratory waterbirds using the Bay. In the winter, it is not unusual for over 100,000 birds to use the Bay as a feeding or resting site. Humboldt Bay Refuge is adjacent to Highway 101, near the cities of Arcata and Eureka.

<http://pacific.fws.gov/humboltdbay>

MacKerricher State Park

This park, near the town of Fort Bragg, encompasses nearly 2,300 acres, of which 454 offshore acres are designated as an underwater park. The MacKerricher Visitor Center contains interpretive displays on terrestrial and ocean ecology.

www.mcn.org/1/macpark/

macpark.htm

www.parks.ca.gov

San Francisco Bay Area

Bolinas Lagoon Preserve

Bolinas Lagoon Preserve contains 1,100 acres of tidal estuary supporting a rich biodiversity, with several rare, threatened and endangered species. It is located along the San Andreas Fault, 15 miles northwest of the Golden Gate Bridge on Highway 1.

www.bolinaslagoon.org

Don Edwards San Francisco Bay National Wildlife Refuge

The Refuge spans 23,000 acres of open bay, salt pond, salt marsh, mudflat, upland and vernal pool habitats located throughout south San Francisco Bay. A Visitor Center is near the east end of Dumbarton Bridge and the Environmental Education Center is on Zanker Road in Alviso.

<http://desfbay.fws.gov>

Palo Alto Baylands

This 2,100-acre preserve has a large resident population of birds, and is a major migratory stopover on the Pacific Flyway. The preserve, which includes an interpretive center, is north of Highway 101, and can be reached from the southeast from Shoreline at Mountain View Park.

www.city.palo-alto.ca.us/ross/naturepreserve/baylands.html

Central Valley

Cache Creek Nature Preserve

This preserve is a 130-acre property in the lower Cache Creek corridor. Reservations are needed prior to visiting the preserve, which offers tours and activities for all ages. It is located west of Woodland, and north of Winters and Davis.

www.cacheconserve.org

Cosumnes River Preserve

The Cosumnes floodplain is home to migratory waterfowl, greater sandhill cranes, rare reptiles and mammals such as the giant garter snake and the river otter. Teachers are required to attend a teacher workshop prior to scheduling a field trip to the Visitor Center. The preserve is about midway between Stockton and Sacramento.

www.cosumnes.org

San Luis National Wildlife Refuge Complex

This 26,609-acre refuge is a mixture of seasonal and permanent wetlands, riparian habitat, and native grasslands, alkali sinks, and vernal pools. The Refuge, located in the San Joaquin Valley, hosts interpretive wildlife observation programs.

<http://sanluis.fws.gov/map.htm>

Vic Fazio Yolo Wildlife Area

This wildlife area contains 3,700 acres of restored wetlands and other associated habitats. It is home to the educational program, Discover the Flyway. The Wildlife Area is located on Interstate 80 at the Yolo Causeway between Davis and Sacramento.
www.yolobasin.org/vic.html

Central Coast**Elkhorn Slough National Estuarine Research Reserve**

This 1,400-acre reserve hosts many programs that promote education, research and conservation of the slough. There is a visitor center and five miles of trails through oak woodlands, tidal creeks, and freshwater marshes.
www.elkhornslough.org

Morro Bay Estuary

Morro Bay, a small estuary of 2,300 acres, is fed by Chorro and Los Osos Creeks and is protected from the Pacific Ocean by a lengthy sand spit. The Estuary has a Visitor Center and a Volunteer Center.
www.mbnep.org

Pescadero Marsh Natural Preserve

This preserve is a popular spot for bird watchers and other naturalists. It is a refuge for blue heron, kites, deer, raccoons, foxes, and skunks. The Preserve is located 14.5 miles south of Half Moon Bay on Highway 1.
www.parks.ca.gov

Watsonville Sloughs

The Watsonville sloughs cover about 800 acres adjacent to the city of Watsonville. From Highway 1, most of the sloughs are hidden. Access points are not marked on most maps, which makes them difficult to find. Most are in private ownership, but a few roads cross the many fingers of the sloughs.
www.watsonvillewetlandswatch.org

Los Angeles and Orange Counties**Ballona Lagoon Marine Preserve**

This 16.3-acre tidal wetland is a nursery and habitat for marine and mudflat creatures and a refuge for migrating birds. The lagoon is located in the City of Los Angeles on the Silver Strand Peninsula, adjacent to the Marina del Rey harbor.
www.blmp.org

Bolsa Chica Wetlands

The Bolsa Chica Ecological Reserve extends along the east side of Pacific Coast Highway in the city of Huntington Beach. The Interpretive Center is located at the southeast corner of Warner Avenue and Pacific Coast Highway. The Center organizes educational and volunteer programs.
www.bolsachica.org

Upper Newport Bay

This estuary in Newport Beach is home to nearly 200 species of birds, as well as numerous species of mammals, fish, and native plants. A variety of educational programs are available.
www.newportbay.org
www.coastal.ca.gov/publiced/restore.html

San Diego County**Batiquitos Lagoon**

This coastal wetland is 30 miles north of San Diego between the cities of Carlsbad and Encinitas. The Lagoon encompasses 600 acres with a visitor center and hiking trail along the north shore.
www.batiquitosfoundation.org

San Elijo Lagoon Ecological Preserve

This preserve encompasses 900 acres of coastal strand, salt marsh, freshwater marsh, riparian scrub, coastal sage scrub, and mixed chaparral, with five miles of hiking trails open to the public. The Nature Center is located at 2710 Manchester Avenue in Encinitas.
www.sanelijo.org

Sweetwater Marsh National Wildlife Refuge

The 316-acre Sweetwater Marsh is located in San Diego Bay approximately seven miles south of downtown San Diego. The Chula Vista Nature Center provides interpretive and interactive exhibits.
www.chulavistanaturecenter.org

Tijuana River National Estuary Research Reserve

The reserve, which includes a visitor center, is located near Imperial Beach on the Mexican border. It encompasses 2,500 acres of beach, dune, mudflat, saltmarsh, riparian, coastal sage and upland habitats.
www.ocrm.nos.noaa.gov/nerr/reserves/nerrtijuana.html

Appendix C.

Overfishing

There's a Limit to Fish in the Sea

Source: Monterey Bay Aquarium
www.montereybay.org

Ocean fish are wildlife—the last wild creatures that people hunt on a large scale. Once it seemed the ocean would supply an endless bounty of seafood. Today, we're discovering its limits. Between 1950 and 1994, ocean fishermen increased their catch 400% by doubling the number of boats and using more effective fishing gear. In 1989, the world's catch leveled off at just over 82 million metric tons of fish per year. That's all the ocean can produce. Sending more boats won't help us catch more fish.

Fisheries boom, then bust

Overfishing means catching fish faster than they can reproduce. Overfishing pushes the fish population lower and lower, until fish are so few that fishermen can't make a living any more. Many fisheries have already collapsed, throwing thousands of people out of work. All over the world, fishery after fishery booms as we send in more boats, then busts as the fish population crashes.

Off New England, cod were once so plentiful that boats had trouble pushing through them. Now the cod are nearly gone, and a centuries-old fishing tradition is ending. Other overfished species include Atlantic swordfish, Atlantic bluefin tuna and many kinds of West Coast rockfish. When one kind of fish is no longer plentiful, fishermen must move on to new species. Monkfish and sharks were once discarded as “trash fish,” but now they're valuable—and are themselves overfished! Overfishing has also forced fishermen to look deeper for new species like orange roughy and Chilean seabass.

Chilean seabass live at least 40 years, orange roughy at least 100. A Pacific rockfish caught in 2001 was 205 years old—born when Washington was still president! Such slow-growing fishes are very vulnerable to overfishing.

Why are people still allowed to catch overfished species?

The laws that protect fisheries are made by state, federal and international authorities. These political bodies often cannot respond quickly to data from scientists and fisheries managers showing that a certain fish or fishery is in trouble.

On the “high seas,” in international waters, fish may be caught by many different countries, each with different laws. Getting nations to agree on fisheries protections is a diplomatic process that can take years. Enforcing international fishing agreements is also difficult: often, there is little that can be done about fishing crews that choose to ignore laws and fish illegally in international waters. This is the case with the Chilean seabass fishery, where high levels of poaching or “pirate fishing” are undoing the benefits of a progressive international management treaty.

Within the U.S., new laws must go through a lengthy process before they're put “on the books” and start protecting fish. New restrictions on fishing are usually challenged by the fishing industry, which further delays protection of the resource. Lawmakers must also consider the short-term economic impact of restricting or closing a fishery—doing so is bound to cause upheaval to fishing communities, even if the goal is to protect the fishery in the long term. All of these factors mean that fisheries law—and its enforcement—often lags behind the best available science.

What can you do?

If you eat seafood, eat sustainable seafood! Sustainable means something that can continue long into the future. Sustainable seafood is fish or shellfish caught or farmed in ways that can be practiced now and for years to come, without jeopardizing the survival of any species or the integrity of the ecosystem. For a list of sustainable seafood choices and a list of seafood to avoid, visit the Monterey Bay Aquarium's website at www.montereybayaquarium.org and download their “Seafood Watch” seafood guide. You can also call the Seafood Watch Hotline at (831) 647-6873.

Appendix D.

Make Your Views Known

Contact Your Elected Representatives

Letters and phone calls from constituents can have a tremendous impact on the way city council members, county supervisors, mayors, and state and federal representatives vote on proposed legislation. Contrary to popular belief, your opinion does count. To ensure that your efforts are as effective as possible, try to follow these guidelines:

- Spell the representative's name correctly (e.g. Senator _____).
- Keep the letter brief and succinct. Focus on one topic only.
- Refer to the bill in question by title, if possible, briefly noting its general purpose.
- Avoid a form letter response by asking a specific question or two. To ensure that you receive a reply, include a complete return address. If you are not satisfied with the reply, don't hesitate to write back.
- State your own views in your own words.
- Never threaten or appear over-emotional. A well-reasoned and thoughtful approach is more impressive and much more effective.
- Address your letters. Look in the phone book under the government pages for the phone number. Call and request the address, don't forget the zip code.
- If they act favorably on the issue, write back! Everyone appreciates a "thank-you" and it never hurts to remind your representative that you are paying attention to his or her record.

Express Your Views to Businesses and Government Agencies

If you think a private business or government agency should be doing more to protect our coast and ocean, or you'd like to thank an organization for a job well done, tell them so! Businesses and government agencies are generally very tuned in to public opinion. Your opinion can influence an organization's practices, decisions and long-term strategies.

- For businesses: Find a mailing address on the product or look up the company on the Internet. Look for a consumer contact or go straight to the top and address your letter to the president or CEO. For government agencies: find the mailing address on the Internet or in the phone book. Address your letter to the head of the agency.
- If you are a consumer of the company's product, say so.
- Explain in the letter how you have been sharing your opinion or plan to share it with others.
- Never threaten or appear over-emotional. A well-reasoned and thoughtful approach is more impressive and much more effective.
- Request a response (include a return address!) and politely express thanks for the reader's time.

Increase Your Impact with a Letter to the Editor

Studies show that letters to the editor are among the most widely read features of American newspapers. A letter to the editor is an excellent way to express your opinions about marine conservation, interest your neighbors in the issue, report your beach cleanup results, and perhaps interest your paper in covering the story.

To increase the chances that your letter gets printed, here are a few suggestions from experts:

- Use a typewriter or computer and double-space the lines. If you don't have a computer, print neatly.
- Plan your first sentence carefully. Try to refer to a previous article or letter that appeared in the same paper, if possible.
- Deal with only one topic in each letter, and present your ideas clearly and concisely.
- Use facts to support your argument—you are educating as well as advocating—and don't use sarcasm or hostile language.
- Appeal to readers' sense of fair play and justice. Challenge them to respond.
- Try to be practical and hopeful. People respond when they believe your cause has a chance of succeeding.
- Always supply your name and address. Editors are unlikely to print letters that are not identified.